

# Big Data for Labour Market Information (LMI) Building the system of demand analysis with online job vacancy data

Webinar 2 June 2020

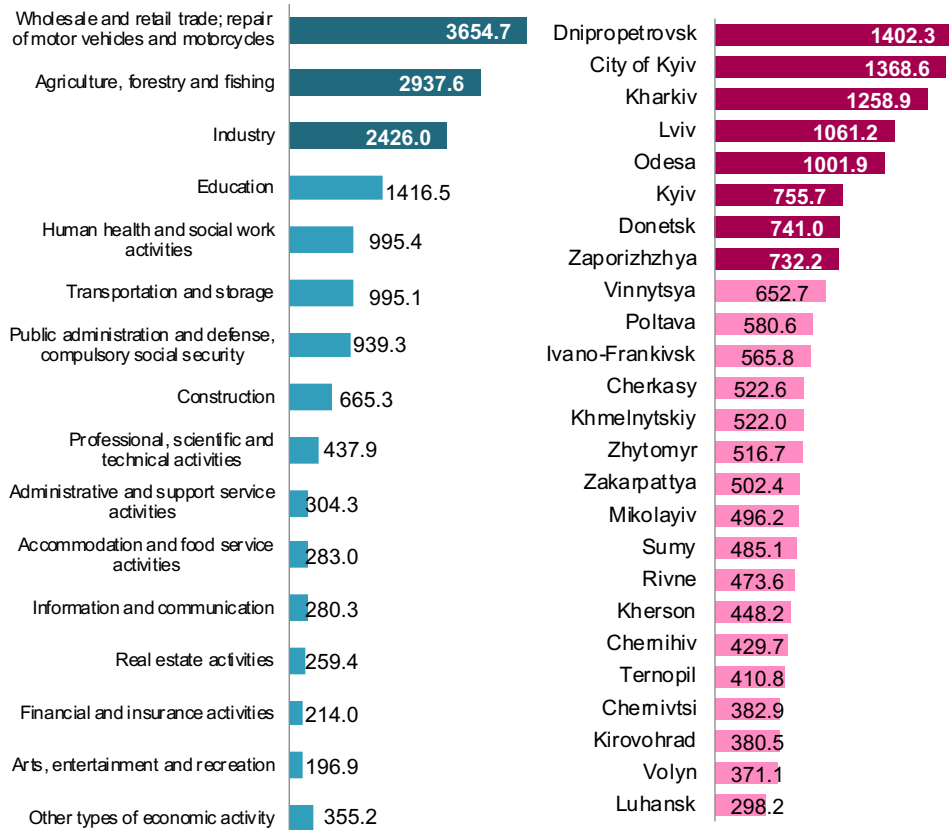
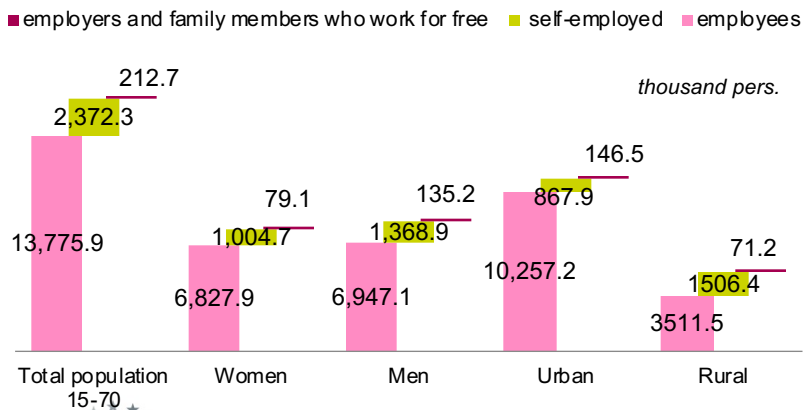
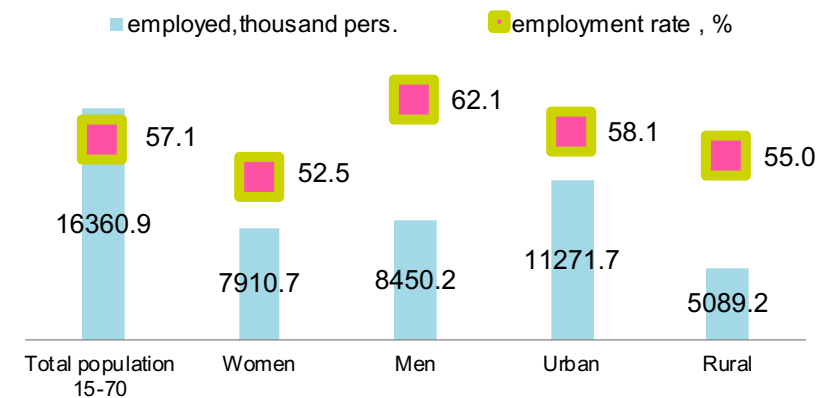
**Preliminary results of skills demand analysis  
Other consolidated uses and cases**

Session 5

Web Labour Market Ukraine - overview and findings  
of the landscaping activity and report

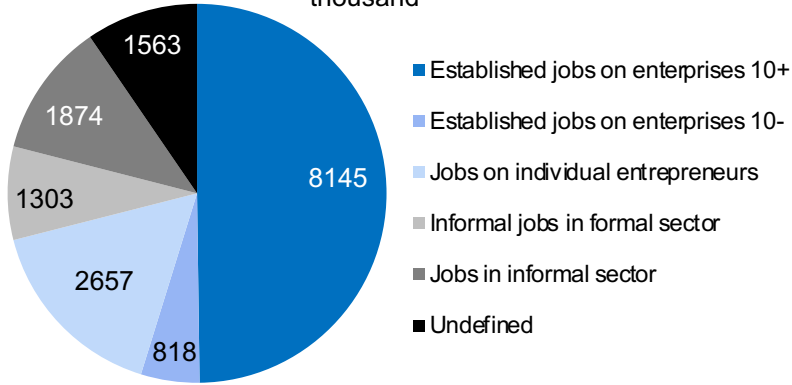
Olexandr Cymbal and Volodymyr Sarioglo

# OVERVIEW OF THE LABOUR MARKET (LM) OF UKRAINE: WHAT WE KNOW (1)

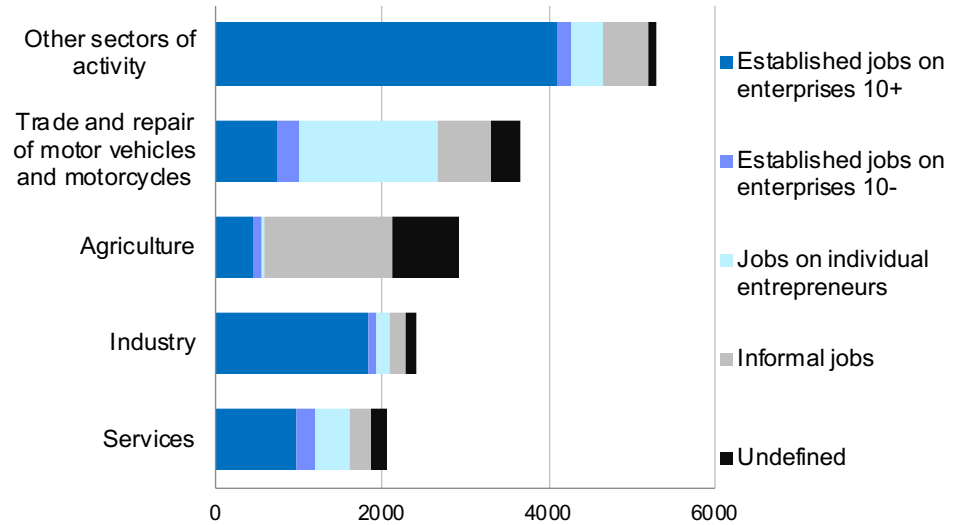


# OVERVIEW OF THE LM OF UKRAINE: WHAT WE KNOW (2)

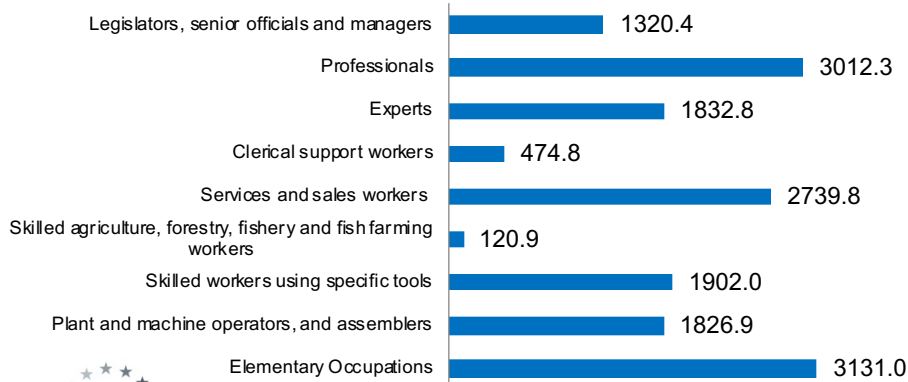
Distribution of employees according to employment status, thousand



Distribution of employees according to employment status among sectors of activity



Distribution of employees according to professional occupation

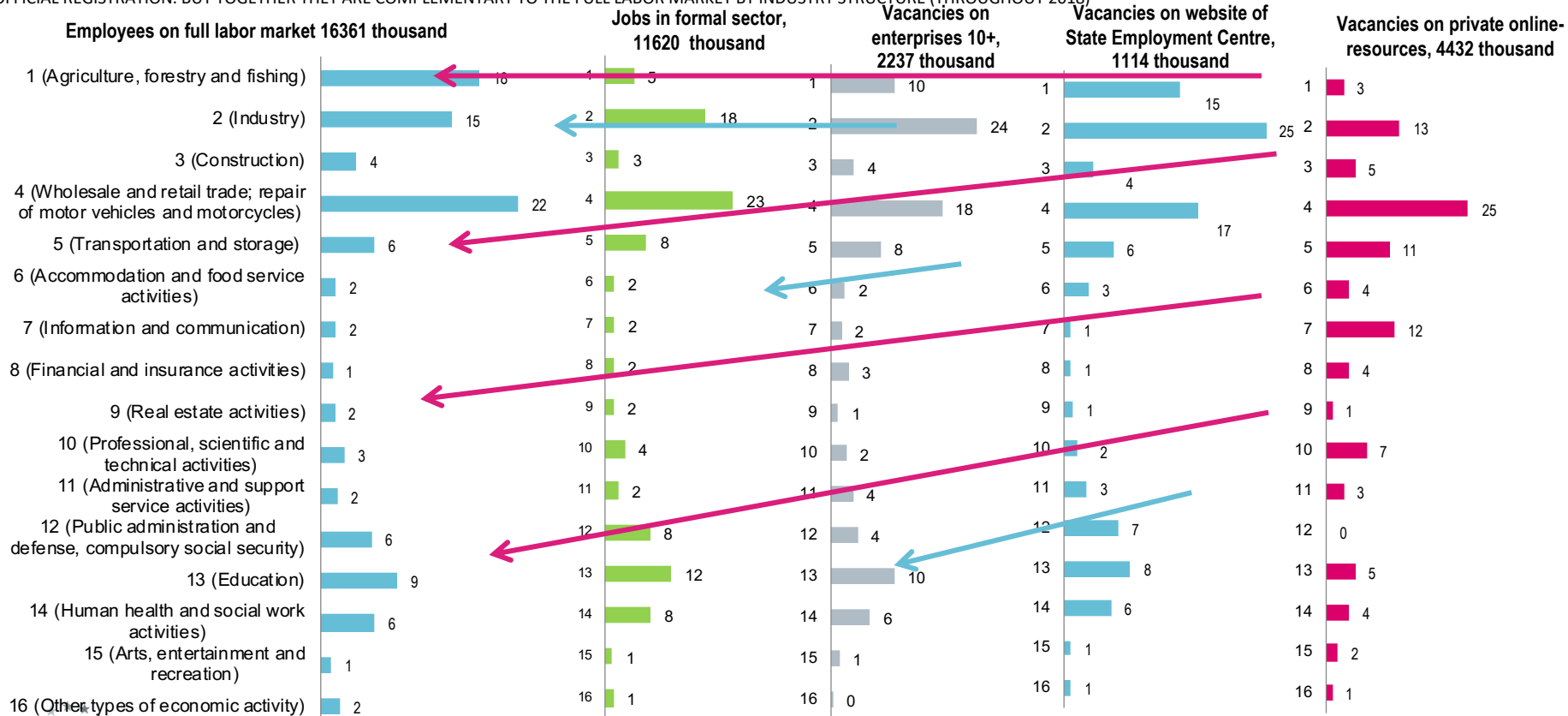


Only 10+ enterprises work guaranteed and based on officially standardized information. Micro enterprises (10-) and partially informal jobs at registered enterprises can use official classifiers. Individual entrepreneurs and representatives of the informal sector of the economy do not formulate their requests in terms of official classifiers. The state employment center works only in the formal sector of economy.



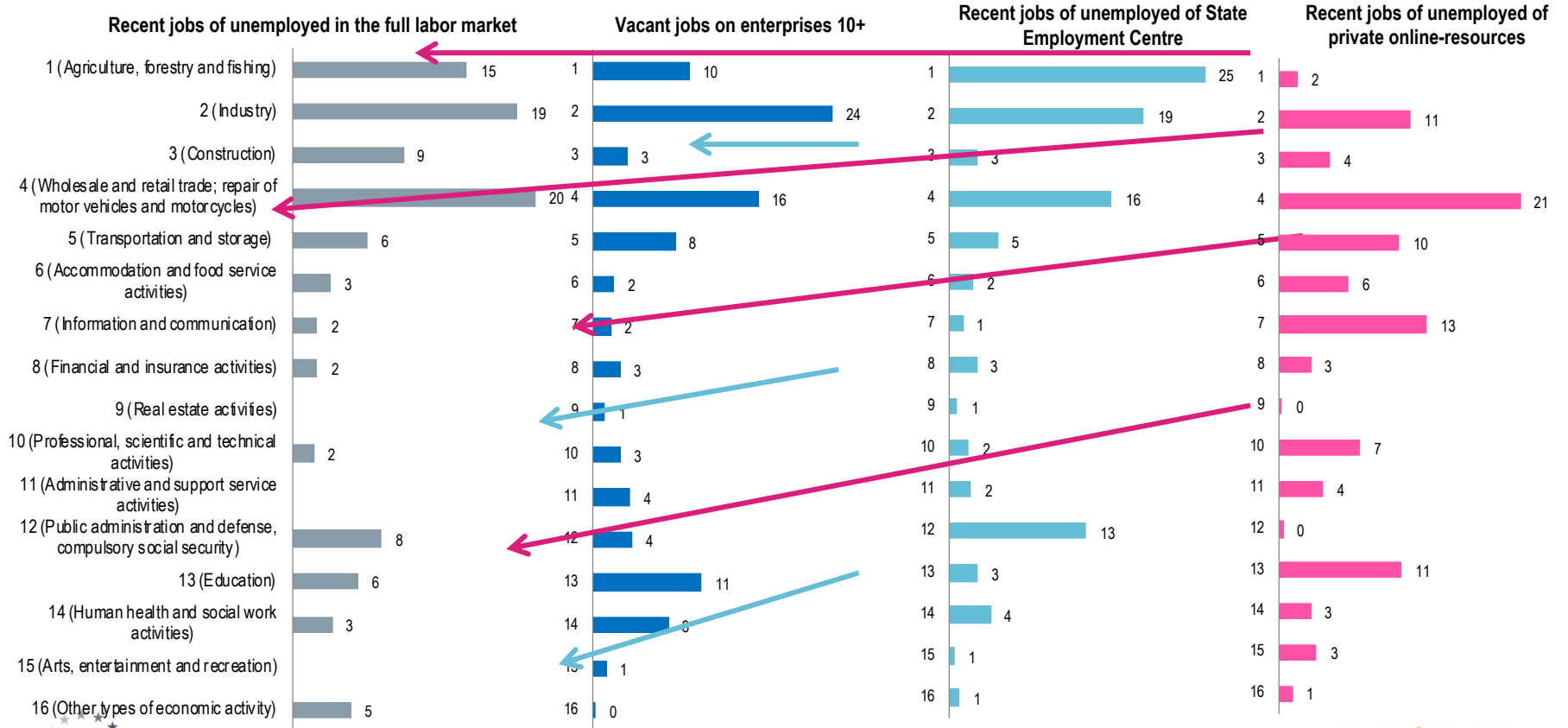
# VACANCIES OF STATE EMPLOYMENT CENTER AND ONLINE-RESOURCES

VACANCIES OF PRIVATE ONLINE-RESOURCES AND THE STATE EMPLOYMENT CENTER ARE AIMED AT SEVERAL DIFFERENT SEGMENTS OF JOBS. THE FIRST UP TO 25% OF VACANCIES ARE OFFERED WITHOUT OFFICIAL REGISTRATION. BUT TOGETHER THEY ARE COMPLEMENTARY TO THE FULL LABOR MARKET BY INDUSTRY STRUCTURE (THROUGHOUT 2018)



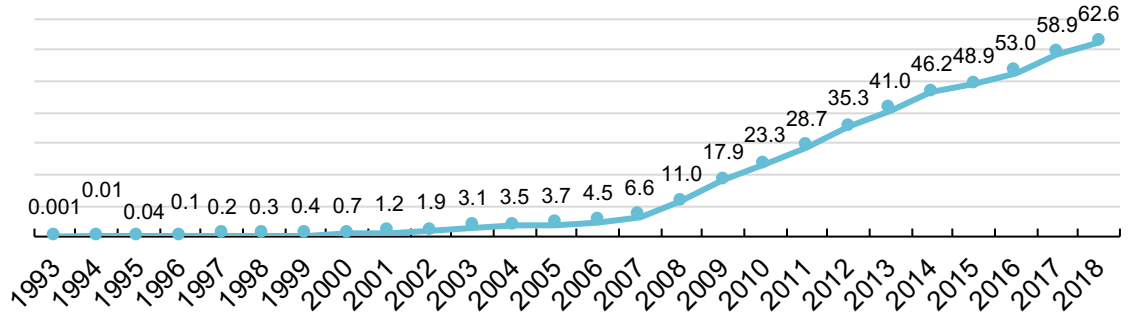
# SECTORAL STRUCTURE OF LABOR SUPPLY

THE SECTORAL STRUCTURE OF THE LABOR SUPPLY IN THE FULL LABOR MARKET (BASED ON THE INDUSTRY OF THE LAST JOB) IS MUCH LESS CONSISTENT THAN THE JOB OFFER. SIMPLE DATA INTEGRATION FROM VARIOUS ONLINE SOURCES IS NOT VERY PROMISING FOR ASSESSMENT (THROUGHOUT 2018)



# INTERNET IS ACCESSIBLE TO THE MAJORITY OF THE POPULATION OF UKRAINE

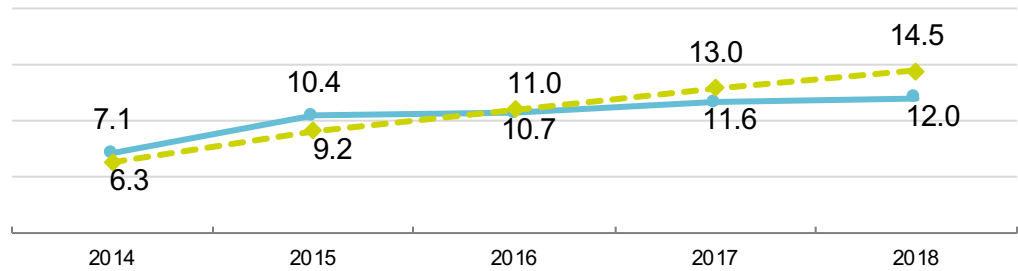
THE WORLD BANK DATA SHOWS THE DYNAMIC OF INDIVIDUALS USING THE INTERNET (% OF UKRAINIAN POPULATION) OVER THE PERIOD 1993-2018. WE CAN FIND AN INCREASING TREND WITH SHARP INCREASES IN 2007. MORE THAN HALF OF UKRAINIAN POPULATION (62,6%) HAVE ACCESS TO THE INTERNET AS OF 2018



According to Internet World Stats the use of Internet ratio, which defines the ratio of Internet users to the population amounts for Ukraine this is 93.4%

- Rate of enterprises which post vacancies on the website among those that have access to the Internet, %
- ♦- Rate of enterprises which use social media for recruiting among those that have access to the Internet, %

The share of enterprises that use the Internet to search for workers is growing



# THE PLACE OF STATE AND PRIVATE INTERMEDIARIES AMONG THE METHODS OF FINDING WORK IN THE FULL LABOR MARKET

The SEC and internet is a quite popular resources for job searching mediation in the labor market as a whole, not just for those who have registered as unemployed. According to the labour force survey in 2018, the most common method of finding a job for the Ukrainian unemployed was to seek help from the SEC (36.9%) and searching through internet resources was in the ranking the third (15.0%)

In many regions, the situation is even more eloquent: in 5 regions of Ukraine, more than 50% of unemployed people seek employment through the SEC, and in 13 regions this method is dominant. Whereas Internet resources are the dominant method of finding a job for the unemployed only in Kyiv Region (43.1%) and Kyiv (52.2%).

	through the Media	via the Internet	personal connections	applied to the state employment service	the rest	Total
Dismissal at the initiative of the employer	3,4	13,1	24,5	51,4	7,6	100
Dismissal on employee's initiative, by agreement of the parties	13,2	17,3	31,3	29,7	8,5	100
Dismissal due to expiration of contract or contract	4	16	34,7	32	13,3	100
Not employed after graduation	8,5	26,1	43,1	13,1	9,2	100
Persons whose work is seasonal in nature	6,7	2	33,6	49,7	8,1	100
Persons not employed for other reasons	7,1	12,6	23,7	47	9,6	100
Total	8,5	15,0	30,6	36,9	8,9	100



# PRIVATE SECTOR OJV PORTALS

Most of the online job portals - are foreign (Italian, Russian) or international secondary aggregators of Ukrainian sites of specialized intermediaries. Advantages of this: collecting vacancies in one place. Disadvantages: not visual rubric (there is no industry, professional categories, contract type, etc. in the filters, or these filters are not offered in the initial search but appear after immersion in a list); incomplete description of jobs, the need to move the links to the original site, which contains full information. Part of the vacancies is hidden. For example: The Nanny Service FLP for a job "housewife has a message:" The company has 381 similar vacancies "(<https://www.superjob.ua/>).

#	Name of the job-portal	Website address
1	talent	<a href="https://talent.ua">https://talent.ua</a>
2	indeed	<a href="https://ua.indeed.com">https://ua.indeed.com</a>
3	work.ua	<a href="https://www.work.ua/en/">https://www.work.ua/en/</a>
4	rabota.ua	<a href="https://rabota.ua/">https://rabota.ua/</a>
5	jobrapido	<a href="https://ua.jobrapido.com/">https://ua.jobrapido.com/</a>
6	neuvoo	<a href="https://neuvoo.com.ua">https://neuvoo.com.ua</a>
7	careerjet	<a href="https://www.careerjet.ua/">https://www.careerjet.ua/</a>
8	headhubter	<a href="https://hh.ua/">https://hh.ua/</a>
9	jobs	<a href="https://jobs.ua/vacancy">https://jobs.ua/vacancy</a>
10	dcz gov	<a href="https://dcz.gov.ua/">https://dcz.gov.ua/</a>
11	trud	<a href="https://trud.ua/">https://trud.ua/</a>
12	superjob	<a href="https://www.superjob.ua/">https://www.superjob.ua/</a>
13	jooble	<a href="https://ua.jooble.org/">https://ua.jooble.org/</a>
14	inforico	<a href="http://rabota.inforico.com.ua/">http://rabota.inforico.com.ua/</a>
15	ria.com	<a href="https://www.ria.com/c-rabota/rabota/">https://www.ria.com/c-rabota/rabota/</a>
16	ukrboard	<a href="http://www.ukrboard.com.ua/ru/board/r-6/p-1/">http://www.ukrboard.com.ua/ru/board/r-6/p-1/</a>
17	uainfo	<a href="http://www.uainfo.com/rabota">http://www.uainfo.com/rabota</a>
18	olx	<a href="https://www.olx.ua/rabota/">https://www.olx.ua/rabota/</a>
19	dou	<a href="https://dou.ua/">https://dou.ua/</a>
20	flagma	<a href="https://flagma.ua/">https://flagma.ua/</a>
21	prostorabota	<a href="https://prostorabota.ua/">https://prostorabota.ua/</a>
22	novarobota	<a href="https://novarobota.ua/">https://novarobota.ua/</a>
23	mitula	<a href="https://rabota.mitula.com.ua/">https://rabota.mitula.com.ua/</a>
24	trud	<a href="https://trud.net/">https://trud.net/</a>
25	rabota-i-trud	<a href="https://rabota-i-trud.ua/">https://rabota-i-trud.ua/</a>
26	mywork	<a href="http://mywork.in.ua/">http://mywork.in.ua/</a>
27	besplatka	<a href="https://besplatka.ua/rabota">https://besplatka.ua/rabota</a>
28	kabanchik	<a href="https://kabanchik.ua/">https://kabanchik.ua/</a>

# FEATURES AND PROBLEMS OF PUBLIC AND PRIVATE ONLINE RESOURCES ABOUT VACANCIES

## THE SEC PORTAL HAS SPECIFIC RULES:

- the need to offer a subordinate work contract;
- the mandatory indication of the salary in the OJV form on the sec portal.

## ADVANTAGES OF THE SEC JOB SITE ARE:

- conformity of the professions in the vacancies to the professional titles of the work of the kp dk 003: 2010 (Ukrainian classifier of occupations);
- maximum verification of information about the employer, which limits the possibilities of fraud;
- the widest possible regional coverage;
- monthly analysis of the dynamics of vacancies and summaries by professions in terms of supply / demand, wages.

THE SEC SERVICES VERIFY THE ACCURACY OF THE INFORMATION CONTAINED IN APPLICATIONS AND JOB ADVERTISEMENTS PROPOSED FOR PUBLICATION MUST BE COMPLETED IN A FORM THAT CONTAINS MANDATORY FIELDS. THIS FORM OBLIGATES EMPLOYER COMPLIANCE WITH THE LEGAL AND OTHER REQUIREMENTS ADOPTED BY THE SEC PORTAL.

DESPITE THE STATUTORY RIGHT TO COOPERATE WITH PRIVATE EMPLOYMENT AGENCIES AND ONLINE RESOURCES, THE SEC DOES NOT DO SO, SINCE THEY DO NOT FULFIL ALL OF THE SAME MANDATORY ELEMENTS REQUIRED TO PUBLISH ON THE PUBLIC PORTAL.

THE SEC ONLINE JOB-PORTAL DOES NOT HAVE A SPECIFIC TARGET GROUP, AND IT DOES NOT TARGET A SPECIFIC TYPE OF EMPLOYER OR JOB-SEEKER. ALL EMPLOYERS HAVE EQUAL ACCESS TO THE PORTAL AND MAY PUBLISH OJVS ON THE SEC.

EVERYONE WHO IS LEGALLY ABLE TO ENTER THE LABOUR MARKET CAN ACCESS THE PORTAL AS A JOB -SEEKER, BUT DUE TO THE CLOSE CONNECTION OF THE PORTAL TO THE NATIONAL EMPLOYMENT SERVICES, THE FOCUS GROUP OF THE SEC IS THE UNEMPLOYED POPULATION.

THE LEGAL FRAMEWORK FOR OJVS ON PRIVATE PORTALS IS THE SAME AS FOR THE SEC. THEY ARE NOT ENTITLED TO:

- 1) deliberately recruit, employ or hire employees for jobs related with unacceptable dangers and risks, as well as for jobs where such employees may be victims of abuse or discrimination of any nature;
- 2) prevent the hired employee from hiring directly from the employer, restrict the employee's professional mobility, impose sanctions on an employee who has agreed to work with another employer.

THE INTERFACE WITH USERS OF DIFFERENT INTERNET PORTALS IS ORGANIZED IN DIFFERENT WAYS. THE MAIN PROBLEM IS THAT EMPLOYERS AND JOB APPLICANTS DO NOT FORMULATE THEIR PROPOSALS IN TERMS OF STATE CLASSIFIERS OF OCCUPATIONS AND TYPES OF ECONOMIC ACTIVITY.

ALL PRIVATE INTERNET INTERMEDIARIES ARE CHARACTERIZED BY A CONFUSING AND ATYPICAL CLASSIFICATION OF JOB TITLES AND THEIR KEY ELEMENTS (TYPES OF ECONOMIC ACTIVITY, JOB DESCRIPTIONS AND QUALIFICATIONS AND SKILLS REQUIREMENTS, MODES OF WORK; TYPE OF EMPLOYMENT CONTRACT; TERM OF EMPLOYMENT AGREEMENT, ETC.).

THE LARGEST PROBLEM IS NOT WITH JOB TITLES THAT ARE NOT LISTED IN THE CLASSIFIERS, BUT THAT THE NAME IS THE SAME AS IN THE CLASSIFIERS, BUT THE DESCRIPTION OF ITS CONTENTS REVEALS THAT IT MEANS A COMPLETELY DIFFERENT CATEGORY OF THE SAME CLASSIFIER OR THEIR MIXTURE.

IT IS A COMMON TECHNIQUE WHEN SOME PART OF THE JOB TITLE, OR SOME OF INDIVIDUAL ELEMENTS OF THE JOB TITLE, IS WRITTEN IN ENGLISH OR EVEN IN UKRAINIAN OR RUSSIAN TO MAKE IT ATTRACTIVE.

ONE OF THE MOST COMMON PROBLEMS WITH DEVELOPING A JOB DATABASE IS THE DUPLICATION OF RECORDS DIFFERENT LANGUAGES.

AT ALL POPULAR SITES, THE DURATION OF THE JOB VACANCY ON THE LISTS IS CONNECTED TO THE NUMBER OF DAYS PAID BY THE EMPLOYER, NOT TO THE PERIOD OF ITS ACTUAL VALIDITY. IT IS IMPOSSIBLE TO ESTIMATE THEIR SHARE WITHOUT DETAILED ANALYSIS AND TESTING.